

General Appearance

Counters

Merchandise

Sales Girls

Floors

Lighting

Sales Bulletins

Windows

Store Front Sign

Ftn. Girls' Uniforms

Girls' Quarters

Stockroom

Fixture & Baling Rms.

Red Star Merchandise

Ledge

Office

Friday Efficiency

Painting—Interior

Customer Counts

Vestibule Ceiling

Fountain, Kitchen & Lunchroom

Extra Space

Remodel, Enlarge, New Plant

Suggestions by Mgr.

Fire Hazards

Store No. 461 St. Louis
2705 Cherokee St.

737

Manager R. W Herbst Rating A

Male Personnel Years in training Mos. at Store
R. D. Reeder 20 Mo. 16

Superintendent. Keller

Store Hours

Previous Year's Figures:

Sales	341,000.22	7.07%
Net Profit	22,747.96	6.67
Waste	3.58%	

% of increase or decrease in net profit as of

Competition

Organization

Trend: Sales 216,672 up. 92

Expense

Stock Condition

Remarks from corres.

CODE No. 912-40—FORM CO427-1M—Only— (Over)
8/55—2716/55K—B18—Printed in U. S. A.